

Digital Innovation in the Construction Industry:
BIM diffusion for SA Industry

Driving the successful adoption and implementation of Building Information Management (BIM) in **South Africa**

By Philangethemba SS
Buthelezi | 2024

WHY ?

“The Need for increased & diverse,
autonomous Voices towards inclusiveness”

01

Employment Opportunities

02

Rich & diverse BIM ecosystem



STORYLINE SUMMARY

INTRODUCTION

1. Advocacy for Open-Collaborative BIM

2. Deliberate Sequencing in BIM Information Sharing

3. Psychological Aspects of BIM Applications

4. Achieving BIM Compliance

5. Common Data Environment Evolution

6. Political Alignment for BIM Adoption

OPEN- COLLABORATIVE BIM



A. DIVERSE VOICES

B promoting **BIM** as a **METHODOLOGY**

C Enabling government policies



Image Reference: <https://thearchimus.com/better-information-management-b-i-m-digital-data-management-of-built-environment>

I

INTRODUCTION TO BIM

D

POWER OF **FIRST IMPRESSIONS**

E

CHALLENGES

F

OBJECTIVE

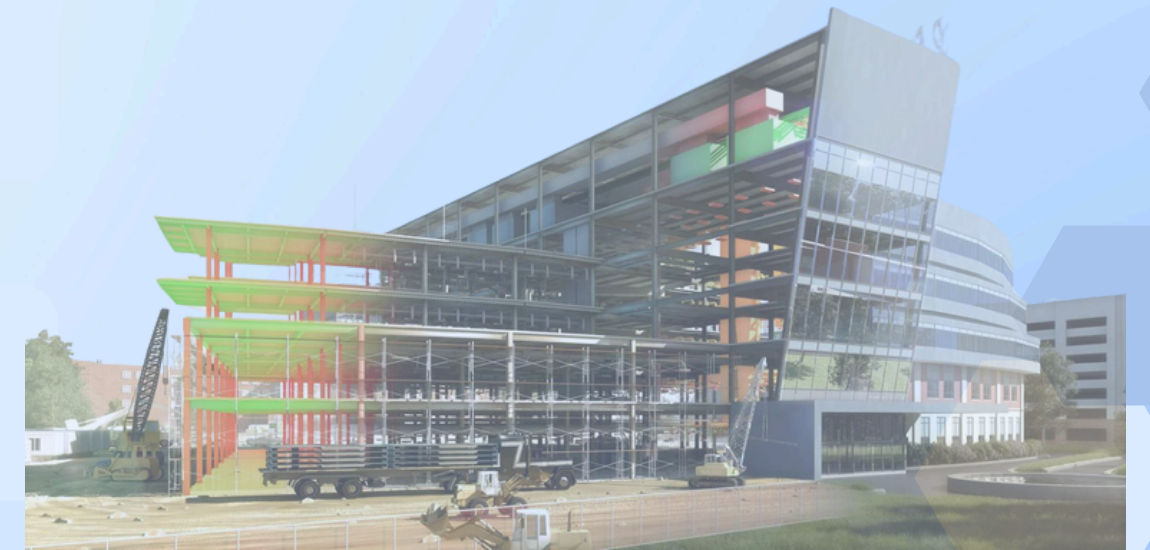
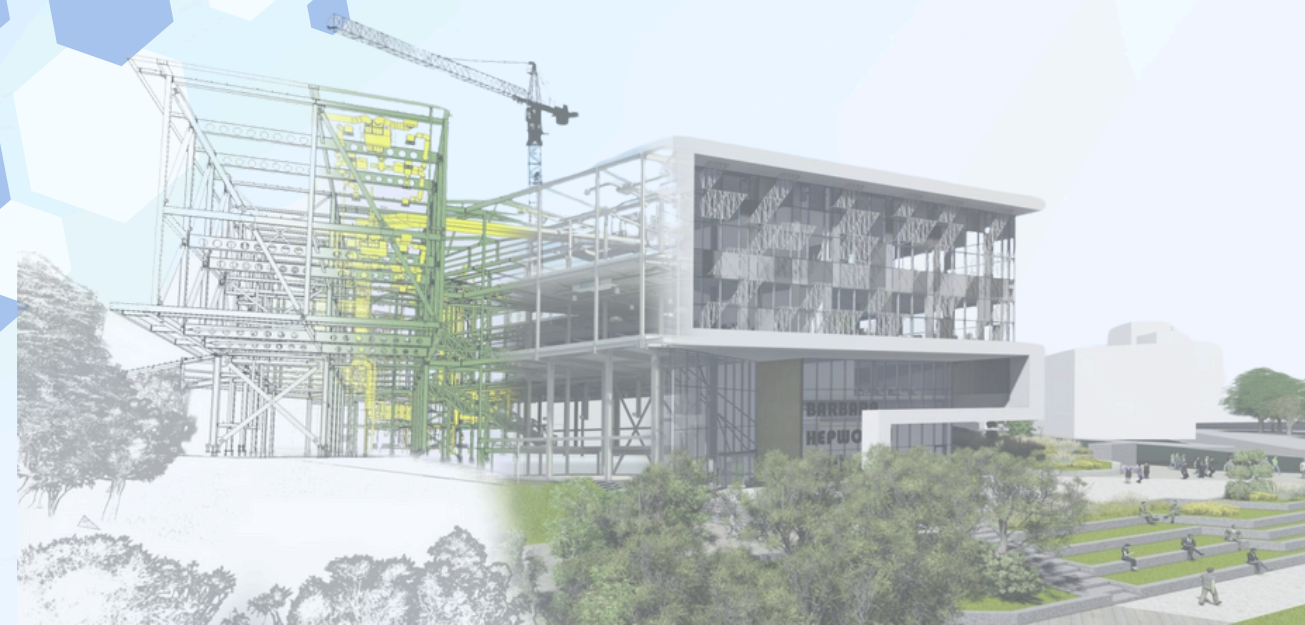


Image references: <https://engisoftengineering.com/future-proofing-projects-harnessing-bim-management-for-success/>
<https://parametric-architecture.com/what-is-building-information-modeling-bim/>

This presentation aims to inspire industry professionals, building contractors, and the community to embrace a collaborative and inclusive approach to digital innovation in the construction industry

2

USER INTERFACE & ENVIRONMENT PSYCHOLOGY



G

APPLICATION **INTERFACES**

H

APPLICATION/TOOL **CHOICES**



“A Comprehensive analysis is a prerequisite, for an organization to adopt BIM”

<https://www.ironhack.com/us/blog/the-psychology-behind-user-interfaces-creating-intuitive-designs>

3

VENDOR INDEPENDENCE

I

STEPS TO **ACHIEVE BIM**

J

UNIVERSAL **APPROACH**

“Critical thinking is important; continuous parallel development that seeks to define & review the overarching steps of BIM adoption”

4

BEYOND FORMATS & INTEROPERABILITY

K

Interoperability & compatibility

L

common databases

M

Research & Customization

https://www.ianswer4u.com/2017/04/what-is-difference-between.html#google_vignette

<https://www.sciencedirect.com/science/article/abs/pii/S0926580519309215>

5

INCREASING BIM ADOPTION IN THE AFRICAN DIASPORA

N

Opportunities

O

Government Support

Example: *Workshops on BIM by government entities such as municipalities*

CONCLUSION

DELIBERATE

INTENTIONAL

INCLUSIVE



Thank You

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<https://thearchimus.com/archimus-bimvanguard>